



# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND  
HEALTHIER WASHINGTON**

## **H1N1 (Swine Flu) Communications Tools and Tips**

**Tim Church, WA State Department of Health  
September 8, 2009**

# Emergency Communications Goals

- Be first — Be right — Be credible
- Express empathy
- Promote action
- Show respect



## Why it Matters

- Am I too sick to go to work?
- Should I go to the doctor?
- Which vaccine should I get?
- Should my kids get vaccinated?



## Where People get Information

- Local TV news — 32 percent
- National TV news — 21 percent
- Internet — 17 percent
- Other sources — 30 percent

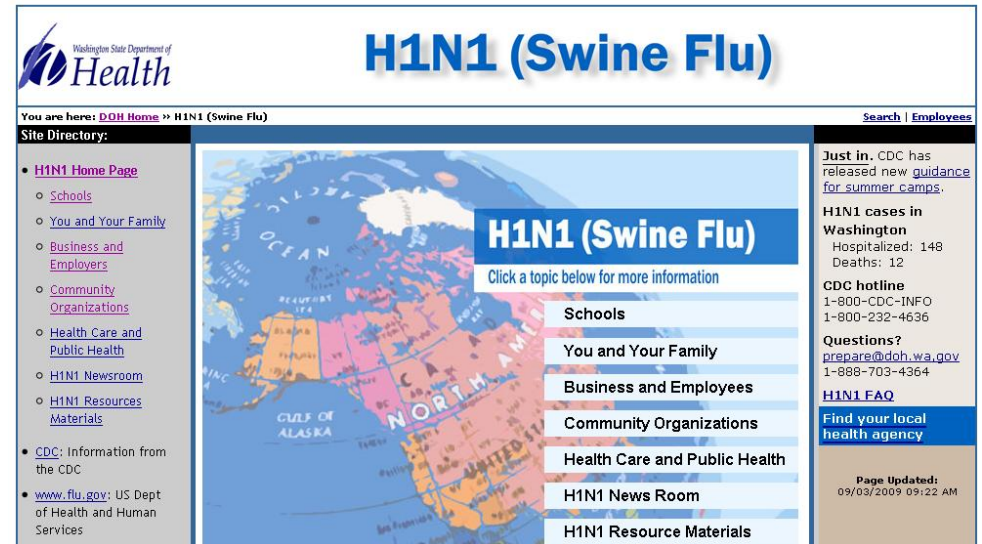


\* Robert Blendon, SC.D., Harvard School of Public Health



# H1N1 Communications Tools

- Fact sheets and brochures
- PSAs
- National tool kits
- [www.doh.wa.gov](http://www.doh.wa.gov)
- [www.flu.gov](http://www.flu.gov)



The screenshot shows the Washington State Department of Health's H1N1 (Swine Flu) website. The header includes the department's logo and the title "H1N1 (Swine Flu)". Below the header, there is a navigation bar with links for "You are here: DOH Home >> H1N1 (Swine Flu)", "Search", and "Employees". The main content area is divided into three columns. The left column contains a "Site Directory" with links to the H1N1 Home Page, Schools, You and Your Family, Business and Employers, Community Organizations, Health Care and Public Health, H1N1 Newsroom, and H1N1 Resources Materials. The middle column features a map of the United States with a red overlay indicating the H1N1 (Swine Flu) situation, and a list of topics to click for more information: Schools, You and Your Family, Business and Employees, Community Organizations, Health Care and Public Health, H1N1 News Room, and H1N1 Resource Materials. The right column provides updates on H1N1 cases in Washington, including hospitalizations and deaths, and lists the CDC hotline and contact information for questions and local health agencies. The page is updated as of 09/03/2009 09:22 AM.

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